

11-6-80

Share of Market

2042085618

J.R. Gremm

		1	2	3	4	5	6	7	8	9	10	11	12	13
	Brands	1977	1978	1979	1979	1979	1979	1979	1980					
1	Alpine	.14	.11	.10	.08	.08	.09		.08					
2	B & H Gold Box	.25	.20	.18	.18	.18	.18		.17					
3	" Green Box	.17	.13	.12	.11	.11	.12		.11					
4	" Deluxe Reg	.00	.00	.00	.00	.00	.00		.00					
5	" " King	.02	.02	.02	.02	.02	.02		.01					
6	English Ovals NM	.00	.00	.00	.00	.00	.00		.00					
7	English Ovals King	.01	.01	.01	.01	.00	.01		.00					
8	Galaxy	.00	.00	0	0	.00	.00		.00					
9	Marl Man	.21	.21	.22	.22	*.21	.22		.23					
10	Merits 85's men	.36	.36	.41	.42	*.42	.41		.44					
11	Merits 100's men	.20	.22	.28	.30	*.30	.29		.32					
12	Multifilter NM	.23	.19	.16	.15	.15	.15		.13					
13	Multifilter men	.02	.01	.01	.01	.01	.01		.01					
14	Park Lights 85's	.49	.45	.43	.39	*.39	.41		.38					
15	Park Lights Box	.44	.41	.40	.39	*.39	.39		.39					
16	Park Lights 100's	.48	.47	.47	.45	*.45	.46		.46					
17	P.M. reg	.04	.03	.03	.03	.03	.03		.03					
18	P.M. commander	.22	.20	.18	.17	.17	.17		.16					
19	Players	.00	.00	.00	.00	.00	.00		.00					
20	Saratoga NM	.24	.24	.24	.24	*.24	.24		.25					
21	Saratoga men	.12	.12	.12	.11	*.12	.11		.12					
22	Va. Slim Lights Box NM	-	-	-	-	-	-		(X).42					
23	Cambridge Box	-	-	-	-	-	-		** .03					
24	" S.P.	-	-	-	-	-	-		** .13					
25	" 100's	-	-	-	-	-	-		** .19					
26														
27														
28	(X) introduced during October 1979													
29	** into distribution for last six (6) months only 1980													
30	[Average all brands]	(.15)	(.16)	(.16)	(.16)	(.16)	(.16)		(.16)					
31	[Average less Marl-]													
32	[Park - Saratoga - Merits]	(.08)	(.07)	(.06)	(.06)	(.06)	(.06)		(.05)					
	Slims - Cambridge													

[average including the 4 new packages is .16%]